

REP HEADLINE# 6297837
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG24/12 17.42
*** WFLA-TV ***

ADV # _____ ADV. NAME ISS/PRIORITIES USA ACTION REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT
1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)
WASHINGTON, DC 20003
ORDER # _____ CONTRACT # 6297837 CLASS: NATL. LOCAL REGIONAL
PRDCT PRIORITIES USA ACTIO EST#1522 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES AUG28/12 SEP3/12 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG24/12 17.42

REP: NEW ORDER
TOTAL \$10,850 @2X
PLEASE CONFIRM
THANKS BEN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019
PRIORITIES USA ACTION



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			530P-600P	60		\$1,850.00	8/28	8/28	1		TUE	1

AGENCY ADVERTISER CODE = 321
AGENCY PRODUCT CODE = 340
AGENCY EST# = 1522
PROGRAM : NWSCH8 @5:30P
CON COM1: NWSCH8 @5:30P

2			630P-700P	60		\$9,000.00	8/29	8/29	1		WED	1
PROGRAM : NWSCH CON COM1: NWSCH												

8/28/12 HRC (CS)

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12						10850.00						
CONTRACT TOTAL 10850.00												
TOTAL SPOTS 2												

MARKET TOTALS \$75,850 WFLA 14% WFTS 18% WTSP 14% WTVT 13% WTOG 14% WTTA 7% WMOR 15%
 WMOX 0% WXPX 0% WWSB 5% CABL 0%

SHARES ARE ACCURATE EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI BOOKS- AUG/12
 DEMOS- RA35+*

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 756 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	10850	Campaign Ref:	E:120827003
Buyer:		Client/Product/Estimate:	321 /340 /1522	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/27/12 to 09/03/12	Weeks:	2	Order Ref:	06297837
Est./PO Number:	06297837	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/27	09/03	Total	Cost
1	M-F 530p News T.....	03	1850	60 Comme	Nbr of Spots 1		1	1850
2	M-F 630p ET / 530p CT NBC Nightly News ..W....	02	9000	60 Comme	Nbr of Spots 1		1	9000
Weekly Totals: Total Spots(Ord Spots)					2		2	

Grand Totals					Month 9 Weeks: 5			
Totals					08/27	09/03		
Spots					2	2		0
Cost					10850	10850		0

Grand Totals:	Spots:	2
	Gross Total:	10,850.00
	Commission:	1,627.50
	Net Total:	9,222.50



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21725
Mundy Katowitz Media, Inc.
1322 G Street SE
WASHINGTON DC 20003

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Priorities Usa Action/ Issue
PROD: Priorities Usa Actio

2012
INVOICE DATE 09/30/12 E:120827003
ORDER TYPE Political WFLA
INVOICE NUMBER 0100032696
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 8/27/12- 9/03/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 321 /340 /1522
Desc: 06297837

SCHEDULE			ACTUAL BROADCAST					RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 530p News							*WFLA 1:00 Commercial		
1850.00	1	1	8/28	TU	05:46P	01:00	PRATV1203	1850.00	
M-F 630p ET / 530p CT NBC Nigh							*WFLA 1:00 Commercial		
9000.00	2	1	8/29	WE	06:59P	01:00	PRATV1203	9000.00	
Total Airtime Gross Spot Revenue:						10,850.00			

PERIOD COST 10,850.00

2 Total Units		
ACTUAL GROSS BILLING	10,850.00	Debits .00
AGENCY COMMISSION	1,627.50	Credits .00
NET DUE	9,222.50	TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER PRODUCT
Priorities Usa Action/ Issue Priorities Usa Actio

INVOICE NUMBER 0100032696
BROADCAST MONTH 08/27/2012 - 09/30
AMOUNT DUE 9,222.50

REMIT TO:

*00230

000021725
Mundy Katowitz Media, Inc.
1322 G Street SE
WASHINGTON DC 20003

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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